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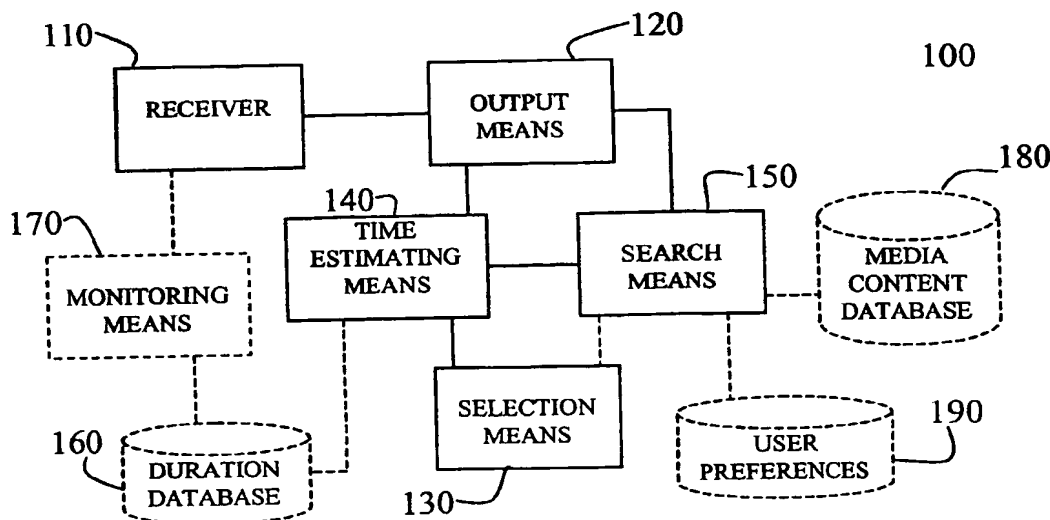
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(54) Title: APPARATUS AND METHOD FOR REPLACING A MEDIA CONTENT ITEM



(57) Abstract: The invention relates to an apparatus for outputting a media content item, the apparatus comprising a receiver (110) arranged to receive a first media content item, and output means (120) arranged to output said first item to a user. The apparatus comprises selection means (130) for user-operably inputting a command to replace said first item at a particular moment of outputting said first item, time-estimating means (140) arranged to estimate, upon inputting said command, a period of time necessary for outputting a remaining part of said first item, and search means (150) arranged to search for at least one second media content item, wherein a duration of said at least one second item is substantially equal to said period of time. The invention also relates to a method of outputting the media content item.